

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### 3D Innovations, LLC

Hawaii HTDC- MEP

#### 3D Innovations, LLC Expands Marketing Outreach with Assistance from Hawaii HTDC- MEP

##### Client Profile:

3D Innovations, LLC is a privately owned company located in Honolulu, Hawaii. The company provides 3D Computer Aided Design (CAD) solutions which include CAD training programs for educational institutions as well as manufacturing and 3D prototyping services. The company employs one person.

##### Situation:

3D Innovations wanted assistance in marketing its services to a variety of different industry and community leaders that might be interested in learning more about 3D CAD and 3D printing technologies. Since 3D Innovations is primarily a one-man operation, owner Collin Kobayashi mainly concentrates on his 3D technology products rather than properly marketing his company. Hawaii HTDC- MEP, a NIST MEP network affiliate, approached 3D Innovations with a marketing proposal to assist in getting the word out about the company and the new manufacturing technology.

##### Solution:

HTDC- MEP worked with its consultants to create a marketing video about the company. Since 3D prototyping is a relatively new technology, this video informed viewers about how 3D prototyping could be used, and how it can help in other R&D applications. As a result of HTDC- MEP's assistance, the video is currently being used on 3D Innovations' website. The second marketing project was to coordinate a workshop especially for 3D Innovations to showcase and educate workshop attendees about 3D Innovations, and the different CAD and 3D prototyping services that are available to various industries. HTDC- MEP's Jill Sugihara and Wayne Inouye organized the entire workshop which was attended by several people from different organizations. Since HTDC- MEP works with many manufacturers and pre-manufacturers in the technology industry, HTDC- MEP was able to identify and invite companies that could benefit from 3D Innovations' services. HTDC- MEP also arranged one-on-one meetings with potential clients which later turned into business contracts. As a result of the marketing project, 3D Innovations was able to expand its marketing outreach to different industry leaders and create market awareness about the 3D printing and 3D modeling technology that is available.

##### Results:

- \* Projected sales of \$100,000.
- \* Avoided \$5,000 in unnecessary investments.
- \* Achieved a more competitive and profitable position.

##### Testimonial:

[www.mep.nist.gov](http://www.mep.nist.gov)



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"With the assistance and services of HTDC- MEP, 3D Innovations has been able to connect with both educational and industry clients to better market our services. Their assistance has also helped with creating a marketing buzz and creating a brand awareness for the services that we provide."

Collin Kobayashi, Owner